

This listing of claims will replace all prior versions, and listings, of claims in the application.

**Listing of Claims:**

1-2. (Canceled)

3. (Currently Amended) A computer system comprising a server and a computer-readable storage device storing a computer program that, when executed, performs operations comprising:

storing on said server geographical map data and data pertaining to commercial enterprises, said geographical map data representative of at least one map image of a geographic area;

receiving from a user client a search request pertaining to the commercial enterprises;  
and

providing said user client with a search result responsive to said search request, the search result comprising a subset of said data pertaining to the commercial enterprises, said search result sufficient to enable said user client to instantiate an image including one or more representations based on said subset superimposed over a map image of a geographic area represented by said geographical map data and render navigable areas within said geographical area without requiring new map data to be provided to the user client, wherein a level of visibility of each enterprise representation in said image is determined according to at least one selection criterion.

4. (Previously Presented) The computer system of claim 3, wherein a subset of said geographical map data is provided by said server along with said data pertaining to a plurality of commercial enterprises.

5. (Currently Amended) The computer system of claim 3, wherein said subset includes information for superimposing each of said representations over said geographical map data.

6. (Previously Presented) The computer system of claim 3, wherein said subset includes businesses related content.

7. (Previously Presented) The computer system of claim 3, wherein said at least one selection criterion forms a part of a user-specific profile.

8. (Previously Presented) The computer system of claim 7, wherein said user-specific profile is generated by said server according to information provided from said user client.

9. (Previously Presented) The computer system of claim 3, wherein said image further displays commercial enterprise-related information for each of said representations.

10. (Previously Presented) The computer system of claim 9, wherein said commercial enterprise-related information is provided to said user client by said server as various layers of information.

11. (Previously Presented) The computer system of claim 3, wherein said server is further capable of providing said user with information relating to a group of commercial enterprises.

12. (Previously Presented) The computer system of claim 3, wherein said server is also capable of managing an affiliation of said user to consumer clubs associated with at least one of said commercial enterprises.

13. (Previously Presented) The computer system of claim 3, further comprising periodically receiving from at least one of said commercial enterprises information relating thereto.

14. (Previously Presented) The computer system of claim 3, wherein said selection criterion includes relevancy of the one or more representations.

15. (Previously Presented) The computer system of claim 3, wherein said level of visibility is a function of at least one of a graphical display size, color or animation of each of the one or more representations.

16. (Previously Presented) The computer system of claim 3, wherein said server is capable of enabling bidirectional communication between said user client and at least one of said commercial enterprises.

17. (Previously Presented) The computer system of claim 3, wherein said at least one selection criterion is a subscription fee paid by at least one of said commercial enterprises.

18. (Previously Presented) The computer system of claim 10, wherein said commercial enterprise-related information is updated dynamically by said server.

19-24. (Canceled)

25. (Previously Presented) The computer system of claim 3, wherein said subset includes advertised content.

26. (Previously Presented) The computer system of claim 3, wherein said level of visibility is a function of a color of each of said data pertaining to commercial enterprises.

27. (Previously Presented) The computer system of claim 3, wherein said level of visibility is a function of an animation of each of said data pertaining to commercial enterprises.

28-29. (Canceled)

30. (Currently Amended) A computerized geographic-mapping method comprising:

storing geographical map data with data pertaining to commercial enterprises located at geographical locations represented by said geographical map data, said geographical map data representative of at least one map image of a geographic area;

receiving a search result responsive to a search request for at least one commercial enterprise category, the search result comprising a subset of said data pertaining to commercial enterprises; and

in response thereto, automatically transmitting to a remote client machine indicia of enterprise locations included in the search result, said indicia sufficient to enable a display device at the remote client machine to display graphical indicators of said subset superimposed on a geographical map and render navigable areas within said geographical area without requiring new map data to be transmitted to the remote client machine, the locations of the graphical indicators being within a geographic area defined by said geographical map data.

31. (Previously Presented) The method according to claim 30 wherein each of said graphical indicators is shown at one of a plurality of levels of visibility.

32-38. (Canceled).

39. (Previously Presented) The computer system of claim 3, wherein said at least one selection criterion is geographical location.

40. (Previously Presented) The computer system of claim 3, wherein each of said representations is positioned in said image according to its respective location on said map image.

41. (Currently Amended) A computer system comprising a server and a computer-readable storage device storing a computer program that, when executed, performs operations comprising:

storing data pertaining to commercial enterprises;

maintaining a database of layers of geographical map data, said map data representative of at least one map image of said geographic area, each layer providing progressively more detail when displayed at a client display;

receiving a search request pertaining to the commercial enterprises;

providing data a search result responsive to said search request, the search result comprising a subset of said data pertaining to commercial enterprises, said search result sufficient to enable the client display to instantiate an image including one or more representations based on said subset superimposed over a map image of a geographic area represented by said geographical map data and allow a user to navigate within said geographic area without requiring new map data to be downloaded from the map server, wherein a level of visibility of each enterprise representation is determined according to at least one selection criterion.[[.]]

42. (Previously Presented) The system of claim 41, wherein said layers of geographical map data comprises minimized vector format data.

43. (Previously Presented) The system of claim 42, wherein said minimized vector format data comprises minimal sorted groups, each of said minimal sorted groups comprising a map object and an object type.

44. (Previously Presented) The system of claim 41, wherein said map data comprises descriptive information in text format.

45. (Previously Presented) The system of claim 41, wherein said layers of geographical map data comprise groupings of map objects.

46. (Previously Presented) A computer device comprising a processor and a computer-readable storage device storing a computer program that, when executed, performs operations comprising:

sending to a map server a request for map data, said map data representative of at least one map image of a geographic area and comprising at least two layers, each layer providing progressively more detail to be displayed at the computer device;

sending to the map server a search request pertaining to the commercial enterprises;

receiving a search result responsive to said search request, the search result comprising a subset of said data pertaining to the commercial enterprises, said search result

sufficient to enable said computer device to instantiate an image including one or more representations based on said subset superimposed over a map image of a geographic area represented by said geographical map data and allow a user to navigate within said geographic area without requiring new map data to be downloaded from the map server, wherein a level of visibility of each commercial enterprise of said data pertaining to commercial enterprises in said image is determined according to at least one selection criterion; and

displaying at least part of said image on a user interface of the computer device.

47. (Previously Presented) The device of claim 46, further comprising receiving navigation commands and responding thereto by displaying different parts of the map image without downloading new map data from the map server.

48. (Previously Presented) A method for downloading map data from a map server to a computer device, the method comprising:

sending to a map server a request for map data, said map data representative of at least one map image of a geographic area and comprising at least two layers, each layer providing progressively more detail to be displayed at the computer device;

sending to the map server a search request pertaining to the commercial enterprises;

receiving a search result responsive to said search request, the search result comprising a subset of said data pertaining to the commercial enterprises, said search result sufficient to enable said computer device to instantiate an image including one or more representations based on said subset superimposed over a map image of a geographic area represented by said geographical map data and allow a user to navigate within said geographic area without requiring new map data to be downloaded from the map server, wherein a level of visibility of each commercial enterprise of said data pertaining to commercial enterprises in said image is determined according to at least one selection criterion; and

displaying at least part of said image on a user interface of the computer device.

**DOCKET NO.:** \*\*WF-0004  
**Application No.:** 10/734,159  
**Office Action Dated:** December 4, 2008

**PATENT**

49. (Previously Presented) The method of claim 48, further comprising receiving navigation commands and responding thereto by displaying different parts of the map image without downloading new map data from the map server.